

ABSTRACT

The development of technology and information in Indonesia is very rapid, this makes everyone can use it as in the field of fashion. Where fashion is certainly used by everyone from toe to toe in daily life. In addition, fashion reflects the wearer's social status and self. One of them is shoes that today are not just clothing but are a necessity that everyone needs to have. Company one with another company provides innovation and creativity in creating its products in order to attract consumers in deciding to make a purchase.

There are three problem identification in this research, they are, what are the factors, then what are the new factors and what are the dominant factors that influence purchasing decisions. The purpose of this study was conducted to determine the factors that influence purchasing decisions for Compass shoes in Bandung.

This study uses a non probability sampling technique with a sample size of 100 respondents. Using descriptive quantitative methods with factor analysis techniques. The results of this study resulted in four new factors: the quality factor of the product with a variance of 32.876%, the second new factor is the price factor with a variance of 24.015%, the third new factor is the cultural factor with a variance of 11.940% and the new factor that the last is personal factor with the result of variance of 11,116%.

There are the highest results of the four new factors with high and low results, so all the results of the new factors are obtained from the calculation of the rotation factor. From the research that has been examined, there are 4 new and lowest factor factors, namely the person provided by a Compass shoe practitioner must be able to provide products that are personally suited to each consumer so that consumers have an interest in buying Compass shoe products.

Keywords: Factor analysis, Purchasing decisions